What is claimed is:

1   1.   A method to provide a consumer aggregation service on

2   a network service provider comprising the steps of:

3   registering users with the aggregation service;

4   granting the registered user access to the World Wide

5   Web through the aggregation service;

6   replacing the registered user's individual identity

7   with the aggregation service identity as the user browses

8   World Wide Web sites.

1   2.   The method of claim 1, further comprising the steps

2   of:

3   receiving transaction information for at least one

4   registered user;

5   intercepting an electronic merchandise order placed by

6   the registered user with a merchant through an electronic

7   network;

8   charging the registered user for the order;

9   executing the order with the merchant on the

10   registered user's behalf so that the aggregation service's

11   identity is charged by the merchant for the order; and

12   storing information regarding each purchase in a

13   database.

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1 3.   The method of claim 2, wherein the aggregation service

2 ships the purchased product to the registered user once the

3 purchased product is received.

1 4.   The method of claim 2, wherein the aggregation service

2 gives the shipping address of the registered user to the

3 merchant so that the purchased product may be shipped

4 directly from the merchant to the registered user.

1 5.   The method of claim 1, wherein the aggregation service

2 collects coupons or bonuses from web sites based on the web

3 surfing of its registered users and stores them in a

4 database.

1 6.   The method of claim 2, wherein the aggregation service

2 collects coupons or bonuses from a merchant because of the

3 purchase made by the registered user and stores them in a

4 database.

1 7.   The method of claim 6, wherein the aggregation service

2 awards a registered user coupon or bonus points based on

3 the purchase made by the registered user.

1 8.   The method of claim 7, wherein the aggregation service

2 allows the registered user to trade in coupon or bonus

3   points to obtain coupons or bonuses collected by the

4   aggregation service.

1   9.   The method of claim 2, wherein the aggregation service

2   obtains financial benefits from a supplier or merchant

3   based on the aggregate purchase volume at the supplier's or

4   merchant's site.

1   10.   The method of claim 9, wherein the financial benefit

2   can be a volume discount offered to registered users of the

3   aggregation service.

1   11.   The method of claim 9, wherein the financial benefit

2   can be an upgrade on the method of shipping.

1   12.   The method of claim 9, wherein the distribution of the

2   financial benefit to registered users can be based on the

3   amount of purchases made by registered users in the past.

1   13.   The method of claim 9, wherein the financial benefit

2   can be distributed evenly to all registered users

3   purchasing a specific product.

1   14.   The method of claim 9, wherein the distribution of the

2   financial benefit can be tied to a special purchase

3   program, such as buying one product allows the registered

4   user to get a second product at half price.

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1   15.   The method of claim 1, wherein the aggregation service

2   preserves the anonymity of its registered users by

3   referring to them by assigned ID numbers.

1   16.   The method of claim 2, wherein a shipping company

2   ships the purchased product to the registered user once the

3   purchased product is received.

1   17.   The method of claim 15, wherein shipping address of

2   the registered user is only decodable to a physical address

3   by the shipping company.

1   18.   The method of claim 2 further comprising the step of

2   permitting the registered user to specify the maximum price

3   of items the user is interested in purchasing.

1   19.   The method of claim 1, wherein the aggregation service

2   may be comprised of multiple aggregation sites all

3   connected through a central controller.

1   20.   The method of claim 19, wherein the aggregation sites

2   are controlled by a third party to the aggregation service.

1   21.   The method of claim 1, wherein the registered user's

2   information is stored in a database.

1 22. The method of claim 2, wherein the information

2 regarding each purchase is stored in a database.

1 23. Computer executable software code stored on a computer

2 readable medium, the code for providing a consumer

3 aggregation service on a network service provider,

4 comprising:

5 code to register users with the aggregation service;

6 code to grant the registered user access to the World

7 Wide Web through the aggregation service;

8 code to replace the registered user's individual

9 identity with the aggregation service identity as the user

10 browses World Wide Web sites.

1 24. The computer executable code of claim 21, further

2 comprising:

3 code to receive transaction information for at least

4 one registered user;

5 code to intercept an electronic merchandise order

6 placed by the registered user with a merchant through an

7 electronic network;

8 code to charge a registered user for the orders; and

9 code to execute the order with the merchant on the

10 registered user's behalf so that the aggregation service's

11 identity is charged by the merchant for the order.

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1   25.   A computer system for providing a consumer aggregation

2   service on a network service provider, comprising:

3   a memory having at least one region for storing

4   computer executable program code; and

5   a processor for executing the program code stored in

6   memory, wherein the program code includes:

7   code to register users with the aggregation service;

8   code to grant the registered user access to the World

9   Wide Web through the aggregation service

10   code to replace the registered user's individual

11   identity with the aggregation service identity as the user

12   browses World Wide Web sites.

1   26.   The computer system of claim 25, further comprising:

2   code to receive transaction information for at least

3   one registered user;

4   code to intercept an electronic merchandise order

5   placed by the registered user with a merchant through an

6   electronic network;

7   code to charge a registered user for the orders; and

8   code to execute the order with the merchant on the

9   registered user's behalf so that the aggregation service's

10   identity is charged by the merchant for the order.

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